



# IMPACT REPORT

2024 - 25



**SNOW  
CAMP**  
Snowsports Youth Charity

# CONTENTS

|                            |    |
|----------------------------|----|
| Welcome From Our Founder   | 3  |
| Our Programmes             | 4  |
| Meet Hannah!               | 7  |
| Our Young People           | 8  |
| Meet Daveena!              | 10 |
| Our Young People Continued | 11 |
| Meet Connor!               | 12 |
| Youth Project Partners     | 15 |
| Case Study                 | 16 |
| Meet Haider!               | 17 |
| Our Apprentices            | 18 |
| Meet Josh!                 | 23 |
| BASI                       | 24 |
| Meet Tafari!               | 26 |
| Meet Blake & Omer!         | 28 |
| Pery Medal                 | 29 |
| Our Events                 | 32 |
| Our Fundraisers            | 35 |
| Fundraising                | 36 |
| Our Supporters             | 38 |
| What's Next?               | 40 |
| Our People                 | 42 |
| Thank You                  | 44 |



93

Youth Project Partners

17

Staff Members

23

Corporate Funders

8

Apprentices

33

Grants

108

Youth Volunteers

Together with all our wonderful donors we supported:

1,108 YOUNG PEOPLE



## WELCOME FROM OUR FOUNDER

This year has marked another great chapter in Snow Camp's story, a year defined by impact, innovation and recognition. From national awards to transformative support for young people across the UK, our commitment to creating meaningful opportunities through snowsports has never been stronger.

**We were honoured to be named 15th in the Top 50 SME Apprenticeship Employers, the highest-ranking charity on the list, affirming our position among the UK's leading employers of Apprentices.**

This recognition reflects our long-term investment in young people's futures, as 8 of our Apprentices progressed onto their NVQ and BASI qualifications this year, demonstrating the real-life outcomes of our programmes.

**Across London, the Midlands, North-West and Scotland, we worked with over 90 youth project partners to support 1,108 young people, opening new doors and building confidence on and off the slopes.**

**108 former Snow Camp young people returned as youth volunteers, dedicating a record-breaking 10,827 hours to mentor and inspire their peers.**

We're especially proud that **53% of participants this year were female**, outnumbering boys for the second year in a row and that 55% of all young people came from the **30% most deprived postcodes in the UK**, with nearly a quarter living in the most deprived areas.



Also this year, it was a real honour to receive the prestigious Pery Medal from the Ski Club of Great Britain. This historic honour, previously awarded to pioneers like Stein Eriksen, Jenny Jones and Sir Ranulph Fiennes, recognises Snow Camp's two-decade legacy of engaging over **22,000 inner-city young people** in snowsports, a testament to the profound impact of the Snow Camp team and young people.

**As we reflect on a year of outstanding progress, partnerships and purpose, I would like to extend our deepest thanks to everyone who continues to make this work possible. Together, we're not only changing lives, we're building futures.**

A handwritten signature in black ink, appearing to read 'Dan Charlish'.

**DAN CHARLISH**  
FOUNDER OF SNOW CAMP

## OUR PROGRAMMES

# 1,108

YOUNG PEOPLE SUPPORTED

Snow Camp's mission is to turn young lives around through the power of snowsports, combined with engaging opportunities, positive relationships and life-changing progression.

Together, with your support, we engaged and maintained a positive involvement with young people. Our youth-led journey of accredited programmes, delivered in new environments, continued to drive profound personal development for young people across the UK.

**80%** made new friends from a different Estate, Ward or Borough

**97%** felt proud on completion of Snow Camp programmes

**94%**  
Improved confidence

**80%**  
Persistence

**87%**  
Embracing new challenges

**91%**  
Sense of achievement

**87%**  
Talking to new people

**68%**  
Improved listening skills

**97%**  
Sense of pride

**68%**  
Helping others



# 948

completed our 2-day First Tracks programme providing their first ever experience of snowsports.

# 224

progressed onto our 5-day Graduate programme developing their snowsports skills alongside life skills sessions and mental wellbeing workshops.

**88 went onto our 10-day Excel programme** to gain their BASI Foundation Instructor qualification alongside First Aid, Mental Health First Aid and Safeguarding certificates followed by **80 young people attending a life-changing week in Andorra**, their first experience of the real mountains.

At this stage, our young people become the next generation of instructors, supporting new participants on their Snow Camp journey, often from the same neighbourhoods and youth organisations. We recognise that young people are more likely to be inspired and get involved when they see their peers actively delivering our programmes. **Peer-to-peer youth work** is a **powerful tool**, offering relatable role models, encouragement and guidance so that young people can feel more engaged, inspired and motivated when learning from peers who have **shared similar experiences**.

**8** Apprentices progressed on to their NVQ / SVQ

In April, young people from our London, Midlands, North-West and Scotland programmes returned from a life-changing week in Andorra as part of their Snow Camp Excel journey. **With special thanks to True North Travel**, for many, it was their first time in the mountains and the culmination of months of training and resilience. From tackling the slopes to working towards their **BASI Foundation Instructor qualification**, they gave it their all and we couldn't be more proud!

From the artificial slopes of the UK to real mountain snow, this journey represents so much more than a qualification. It's about building confidence, friendships and a future full of possibility. **A huge thank you to every instructor, supporter and partner who made this transformational week a reality.**

**108** young people from previous years, returned as Snow Camp Youth Forum volunteers to support and inspire their peers coming through our programmes.

**10,827** volunteer hours were accumulated by the volunteers over the year, more than any previous year!



## MEET HANNAH!

Hannah was voted **Peer of the Year** by her fellow Youth Forum members – such a beautiful recognition of her positive energy and support for others.

And that's not all...

Hannah also won the Frank McCusker Award for Outstanding Attitude, making her the first ever Midland's member to receive this national Snow Camp award! Incredible achievement!



# OUR YOUNG PEOPLE

Snow Camp is dedicated to giving young people, who might never have the chance, the opportunity to experience the lifelong benefits of snowsports.

Through our **life skills and wellbeing support**, they're gaining far more than just a new sport. Our life skills workshops help them see how lessons like perseverance, facing fears and setting goals on the slopes can be applied to all aspects of their lives.

**53%** attending Snow Camp were female, outnumbering boys for the second year.

**15%** of our young people attended Snow Camp with a disability.

With a growing number of **neurodivergent young people accessing our programmes**, including those with autism, ADHD, dyslexia, dyspraxia and other additional learning needs, our Programme Managers and Wellbeing Managers undertook **specialised training** throughout the year to better support their needs. This included training in neurodiversity awareness, trauma-informed practice, inclusive communication strategies, sensory needs support and adapting activities to ensure accessibility for all participants.

**50%** of young people nationally were entitled to free school meals

therefore living in a household with an **income of less than £7,400**. With our young people likely to be food insecure, we provided lunch on all programmes.

**42%**

were from black and diverse ethnic communities

**16%**

were young carers

**10%**

were in Local Authority Care or Care Leavers

**55%**

lived in the 30% most deprived UK postcodes\*

**23%**

were living in area 1, the most deprived area



## MEET DAVEENA!

We are beyond proud to celebrate the incredible achievements of Snow Camp graduate Daveena Patel, who is making waves and breaking barriers as an **advocate for care-experienced young people!** Daveena's journey began with us on the slopes, where she discovered the power of snowsports to build confidence and life skills. Today, she's using her voice to inspire change, speaking at national conferences, meeting MPs and even knocking on the door of 10 Downing Street!

Recently, Daveena shared her story of being a care leaver, passionately highlighting the need to **challenge stereotypes and stigma.** From sharing her experiences on ITV to standing in St Stephen's Chapel at Westminster, Daveena has shown what's possible.

Her success reminds us of the incredible potential within every young person we support through Snow Camp. We couldn't be prouder of Daveena and her work in creating a brighter future for care-experienced young people everywhere. In Daveena's own words:

*"Being a care leaver, there are certain stereotypes, stigmas and statistics I would like to not conform too, I refuse to be a tick box to the system. But I didn't realise that would lead to Snow Camp. I'm a Desi girl from Sandwell and Birmingham, skiing in the mountains isn't something people like me do. But I did that and that's just amazing."*

## OUR YOUNG PEOPLE

One of Snow Camp's aims is to teach young people the skills they need and raise their aspirations through new qualifications, vocational training, employment opportunities and apprenticeships. This year, on Snow Camp programmes:

**224** achieved an ASDAN Certificate in Sport & Fitness.

**88** achieved certificates in First Aid and Safeguarding.

**80** achieved their BASI Foundation Instructor Certificates.

Since 2018, Snow Camp has supported positive mental health and wellbeing by providing advice and support, workshops and 1 to 1 counselling sessions on all our programmes.

**1066** accessed Snow Camp's mental wellbeing support

through live workshops and wellbeing sessions focussing on mindfulness and coping strategies at each programme stage.

**111** accessed 1:1 wellbeing support

Delivering more than 453 1:1 wellbeing sessions, for many young people, this support's been truly invaluable over the past 12 months.

**83%**

go on to positive destinations after Snow Camp including paid employment, apprenticeships and further education.

**100%**

said they are confident in setting achievable goals for themselves since participating in Snow Camp.

**93%**

stated that they learnt new coping strategies that can help in their daily lives and with their mental health.



## MEET CONNOR!

Just over a year ago, Connor was living on the streets of Crewe, spending many nights sheltering in the train station. He had fallen into a difficult cycle, surrounded by the wrong crowd and struggling with substance misuse. With no job experience and little stability in his life, he was unsure of his future.

Through the dedicated support of YMCA Crewe, Connor was taken in while homeless and it was through their referral that he first heard about Snow Camp, a moment that turned out to be truly life-changing.

Connor was able to join Snow Camp thanks to our Bursary Fund, with his place generously funded by The Drapers' Company. This support gave Connor the opportunity not only to take part but to begin reimagining his life.

***"Snow Camp has helped me come out of my shell and be excited about the future. I feel like I've started slowly turning my life around. I'm eating better and exercising regularly. I don't see the point in smoking like I used to and I want to get back into other sports I love. I can't believe I'm looking at a career in snowsports."***



After fully committing to completing the Snow Camp year-long journey of programmes and despite never having had a job before, Connor approached the Snow Camp Apprenticeship application with courage. It was his first ever interview and he described the process as daunting.

***"Taking part in a snowboarding course with other young people gave me a clear sense of direction and focus, which is why I'm now applying for this Apprenticeship. The course pushed me out of my comfort zone and taught me the value of persistence, teamwork and learning through doing, all skills that I believe are essential in a hands-on working environment."***

***It also helped me discover that I thrive when I'm actively engaged, solving problems and working toward clear goals. This experience gave me the confidence to take on new challenges and confirmed that I'm ready to commit fully to developing practical skills in a professional setting."***

Connor's support worker and Housing Coach, Mark, who has supported him throughout this journey, has seen a remarkable change:

***"In the year I have known Connor, I have never known him to be as engaged, proactive or happy as he has been since starting Snow Camp. It's transformative."***

***As a support worker who has had the privilege of working closely with Connor, I have witnessed firsthand the remarkable personal growth he has achieved through his participation in the Snow Camp programme. Over the course of his involvement, he has demonstrated a significant and inspiring transformation, particularly in his social skills and overall outlook on life."***

At the beginning of the course, Connor approached new challenges with understandable hesitation, but through consistent effort and the support of the Snow Camp team, he developed a strong sense of self-belief and determination. One of the most telling recognitions of his progress was being awarded the 'Most Improved', a well-deserved honour that reflects how far he has come in both confidence and ability.

Connor now approaches life with a positive attitude, communicates more openly with peers and adults and shows a level of maturity that will serve him well in a professional environment. Connor also reflected on what he discovered about the snowsports industry:

*"Through my experience at Snow Camp, I gained insight into the snowsports industry and became inspired to pursue a career in it. I learned not only about the sport itself but also about the wide range of roles that support it, from instructing and equipment maintenance to resort operations and customer service."*

*Seeing how much passion and professionalism goes into creating safe, enjoyable experiences for others made a strong impression on me. It showed me that this is more than just a seasonal activity, it's an industry with real career opportunities. That experience sparked my ambition to develop the skills needed to work in this field and build a future doing something I'm genuinely passionate about."*

On joining the Apprenticeship programme Connor said:

*"During my time with Snow Camp, I experienced massive personal growth in a surprisingly short period. I became more confident, resilient and adaptable, qualities that I hadn't fully developed before. Pushing myself through challenges on the slopes, working as part of a team and stepping outside my comfort zone all contributed to a real shift in how I see myself and what I'm capable of."*

*This rapid progress has made me excited about how much more I can achieve over the long term, especially with the right training and guidance. It's motivated me to keep building on this momentum and commit fully to a future in the snowsports industry."*



# YOUTH PROJECT PARTNERS

Snow Camp programmes offer a vital service to youth projects across the UK, working closely with young people in local authority care, the youth justice system, those excluded from education and those at risk of a troubled future. Thank you to the more than 90 projects we partnered with this year.

## London

- Cardinal Hume Centre
- Copenhagen Youth Project
- Coram's Fields Youth Centre
- Crowning Greatness CIC
- ELT Baptist Church
- Globe youth zone
- JE Delve Youth Project
- Kidzplay
- LBN Youth Empowerment Service
- Mary's Charity
- Masbro Youth Club
- NW5 Project
- Peabody Community Foundation
- Queens Crescent Community Association
- Redbridge Cadets
- Shipman Youth Zone
- Sonshine Smiles
- Sport at the Heart
- STEPOUT Mentoring
- The Active Wellbeing Society
- The Renewal Programme
- Urban Adventure Base
- Westminster Employment Service
- Westminster Youth House
- XLP
- YMCA Thames Gateway
- Youth Action Alliance

## Midlands

- Aptitude
- Bring it on Brum!
- Community Initiative to Reduce Violence

- Coventry Boys & Girls Club
- Coventry Youth Justice Service
- Fun Club Hub
- Guardian Ballers
- Leicester City in The Community
- Motive8 Youth
- Park Edge Family Hub
- Positive Choices
- Positive Youth Foundation
- Soft Touch Arts
- Solihull Alternative Provision
- StreetGames Midlands
- The Active Wellbeing Society
- The Highlife
- Through Care Coventry
- Tile Cross Academy
- Urban Devotion Birmingham
- Young Carers Coventry

## North West

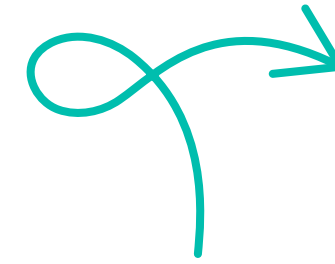
- Blackburn Rovers Community Trust
- Coventry Boys & Girls Club
- Flintshire County Council
- Foxton Centre
- Greater Manchester Youth Network
- Home School Education Group
- Inspire Youth Zone
- Krimmz Girls Youth Club
- KYSO
- Mahdlo Youth Zone
- Manchester Gov Cared for Children
- Phoenix Body Mind & Soul
- Positive Steps Oldham
- Skylight Stockport
- Smart Body Sports

- The Hideaway Project
- The Hideout Youth Zone
- Trafford Children Services
- Trafford Young Carers
- YMCA Crewe
- Young Inskip People
- Scotland**
- Castlemilk Youth Complex
- City of Glasgow College
- DRC Youth Project Yoker
- East Renfrewshire CLD
- Fossilfield Training Centre
- King's Trust Scotland
- Neil Mackenzie Trust
- North United Communities (NUC)
- Nurture One
- Parkhead Youth Project
- Pathfinder Cathkin High
- Peek Project
- Princes Trust City of Glasgow College
- Prince's Trust Clyde College-Anniesland, Langside & Cardonald
- Prince's Trust Scotland
- Quarriers - Families Matter
- Routes to Work
- Scottish Families Affected by Drugs & Alcohol
- Scottish Sports Futures
- South Lanarkshire Council
- St Pauls Youth Forum
- Universal Connections Carluke
- West Dunbartonshire Sports Youth Group

## CASE STUDY

# MANCHESTER CITY COUNCIL CHILDREN IN CARE SERVICES

Manchester City Council's Children in Care services focus on supporting children and young people who are in the care of the local authority, ensuring their wellbeing and safety but also opening doors to positive opportunities like Snow Camp. The service has referred more than 30 young people since 2003 recognising Snow Camp as an opportunity to provide structure, support and belief in their young people's potential.



## MEET HAIDER!

*"Snow Camp helps me take my mind off everything. When I'm snowboarding, I forget about it all and I have made nice friends, people with the same background as me, something I never thought I would do in my life. At Snow Camp I know the people will help me to try my best and will help me."*

Haider was referred to Snow Camp by Manchester City Council Children in Care Services. Having spent much of his life in the care system, Haider faced significant challenges.

Like many young people in care, **he struggled with instability, disrupted education** and a lack of consistent support. These factors often limit life chances and increase the risk of negative outcomes such as involvement in crime or exclusion from mainstream opportunities.

For Haider, the absence of positive role models and a sense of belonging led him to fall in with the wrong crowd. He became involved in crime and began to lose hope in building a different kind of future. His referral to Snow Camp marked a turning point. Offering an alternative route towards stability and ambition, Snow Camp opened a door he never imagined could exist.

Through Snow Camp, Haider not only discovered a new passion in snowboarding, but also a community

of friends and supporters who understood his story and encouraged his progress. He began to rebuild his self-confidence, learn new skills and set goals for his future.

We're over the moon to share that Haider became one of our incredible **Snow Camp Apprentices** going on to win the **Aspiration Award** at the Manchester Achievements Awards Ceremony!

Haider has shown so much dedication, positivity and commitment throughout his journey with Snow Camp. Inspiring so many along the way.

The Lord Mayor of Manchester presented him with the award along with two other awards on the day. **What an incredible achievement!** He was also awarded funding towards his BASI courses, helping him continue his journey towards becoming a qualified instructor.

**We couldn't be prouder of Haider and everything he stands for.**



# OUR APPRENTICES

Our Apprenticeships are carefully designed to provide **real-world skills** and **hands-on industry experience**. Young people gain an NVQ Level 2 Standard in Community Activator Coach / SVQ Level 2 in Sports Coaching and BASI Instructor qualifications alongside learning to instruct and deliver classroom sessions. Thank you to this years training providers, in England Channel Training and Scotland SDC-Learn:



Alongside practical training, Apprentices also complete work placements with our industry partners and gain invaluable experience that boosts their employability. Many go on to work as qualified instructors, youth workers or within the wider snowsports industry including retail, hospitality and travel.

Thank you to this year's work placement partners:



Thanks to the outstanding support of our snowsport industry partners, our Apprentices were offered a glimpse into exciting new futures and an introduction to new career pathways in the snowsports and hospitality industries.



## ISSC with Halsbury Travel

Each year, Halsbury Travel host a 'Day in the Industry' for our Apprentices, offering a unique insight into the workings of the snowsports travel sector. This includes the complexities of organising group ski holidays, from planning and logistics to customer service and operations.

Four of our ski Apprentices were also invited to take part in the 2024 Independent Schools Ski Championships (ISSC), in Sestriere, Italy, in early December. Joining former Apprentice, Robyn who joined the Halsbury team as a rep, following her Snow Camp Apprenticeship in 2023/24.

## Fresh Tracks Chalet Training: Skills for Life

Now in its second year, the Fresh Tracks Chalet School continued to offer our young people access to expert training providing a unique opportunity for our Apprentices to build confidence and career-ready skills through their exceptional cookery courses. Based in Cornwall, this renowned residential cookery school prepared our Apprentices for careers in chalets and the hospitality industry through the perfect blend of practical skills and personal development.

## Inghams Seasonaire Ski Week

With the 2025 Experience Week aligned with National Apprenticeship Week, we were thrilled to continue this incredible opportunity. Since 2023, Inghams has delivered the unforgettable Inghams Experience Week, a dedicated week in Val d'Isère where Snow Camp Apprentices are immersed in mountain life and the workings of a ski season.



Through shadowing Inghams' expert resort teams and exploring roles across hospitality, operations and ski schools our Apprentices gain a clear and exciting picture of what a career in the mountains could look like. And thanks to snowboarding legend Jamie Nicholls, the week is also packed with mentorship and memorable moments on the slopes.

Our partnerships with the Industry is a testament to what can be achieved when organisations come together with a shared vision of opening up the world of snowsports to young people who wouldn't be able to access the lifestyle, environment or industry otherwise.

**We're incredibly grateful for their support and look forward to many more years of collaboration.**



## Snow Camp named 2025 Top Apprenticeship Employer in the UK

In 2024, Snow Camp was thrilled to be named **Social Justice Apprentice Employer of the Year** at the National Apprenticeship Awards. This year, we went one step further and were recognised as one of the very best SME Apprenticeship Employers in the UK for 2025. **Placing 15th out of the Top 50 SME employers**, we're not only among the top organisations for Apprenticeships in the country, we're also the highest-ranking charity on this prestigious list.

This achievement is a huge testament to our **award-winning Apprenticeship programme** and our commitment to helping young people build brighter futures through snowsports, life skills and employability training.

In a challenging landscape where youth unemployment and skills gaps continue to rise, our place among the Top 50 SME Apprenticeship Employers 2025 is more than just an accolade. **It's a promise to young people that they're joining a trusted and supportive employer.**

### What sets our Apprenticeships apart?

At Snow Camp, we do things differently. Young people join us not only to learn how to ski or snowboard but also to develop life skills, gain qualifications and grow in confidence and resilience.

Our Apprentices take part in an inspiring journey through our First Tracks, Graduate, Excel and Apprenticeship programmes. This progressive structure helps them grow step by step, with continuous support from our experienced youth workers, snowsports instructors and dedicated supporters.

As one of the UK's top SME apprenticeship employers, we're proud to be recognised for our **all-inclusive approach** that puts young people's wellbeing and personal growth at its heart.



## MEET JOSH!

A true 360 moment this last year, was seeing former Snow Camp Apprentice Josh teaching our young people as a fully-fledged snowsports instructor at Chill Factor.

Creating exciting exit pathways and career opportunities for our young people in the snowsports industry has been at Snow Camp's core for many years, so we couldn't be more grateful to BASI, Chill Factor, and everyone who's supported Josh's journey to make it happen.



# BASI

Snow Camp's partnership with BASI (British Association of Snowsport Instructors) **opens doors to career pathways** that many young people might never have imagined.

Over the past year, BASI has gone above and beyond to support Snow Camp young people. During the residential as part of the Excel Programme in Andorra, **80 participants earned BASI Foundation Qualifications**, marking their first step toward professional certification.

**BASI gifted free Level 1 instructor courses**, allowing 9 of our young people to achieve their BASI 1 Instructor certificate, a life-changing qualification and a huge achievement! The variety of courses offered includes BASI Level 1 Ski or Snowboard, BASI Level 2 Ski and Snowboard and BASI Level 1 Adaptive Certification. This diversity ensures pathways for everyone, including those looking to specialise in adaptive snow sports.

*"Working with Snow Camp has been rewarding on so many fronts. Seeing new passion develop in the young people for snowsports has been humbling. Watching many of them achieving success through the programme, getting to visit the mountains for the first time, then coming back to complete their BASI instructor qualification has been great."*

*The support they receive throughout the various Snow Camp programmes is invaluable to them becoming instructors. The tools and experience they gain sets them up for a successful career in snowsports and BASI are proud to be part of that journey."*

Kevin Edwards, BASI

The Snow Camp and BASI partnership demonstrates the incredible potential of collaboration to transform lives.

*"Working with BASI has transformed our young people's skill levels; when they're learning in such a short space of time to get input from BASI, it has been transformational. Every single BASI trainer we have had working with the young people has been so kind and caring towards them and has taken time to get to know them all, work to their strengths, and work with them on their weaknesses."*

Morv, Snow Camp North West Programme Manager



## MEET TAFARI!

Tafari's story is a compelling example of how opportunity can transform someone's potential. Referred to Snow Camp by the **Masbro Youth Urban Partnership**, Tafari's journey has shown growth, leadership and a real commitment to helping others.

Special thanks to the **Tallow Chandlers Company**, who funded Tafari's participation. Through the **Snow Camp Bursary Fund**, he is now on a path to turn his passion for skiing and youth work into a lifelong career.

Based in Hammersmith and Fulham, the Masbro Youth Urban Partnership has been referring young people to Snow Camp since 2022. By engaging local youth through sports, arts and personal development programmes, Masbro creates a special environment that helps build character, leadership and confidence. It was through this partnership that Tafari was introduced to Snow Camp, **a moment he now describes as "life-altering."**



***"From the moment I was first introduced to Snow Camp, I recognised that it was more than a chance to ski; it was a life-altering experience of personal development, community and to learn resilience."***

One of the most impactful moments in Tafari's journey was the residential trip to Andorra a life-changing experience that solidified his decision to apply for the Snow Camp Apprenticeship Programme. ***"I recognised that not only was I passionate about skiing but also about giving back."***

Amidst the challenges and joys of the trip, Tafari experienced a significant shift in his mental health and clarity about his future goals. He discovered a strong passion for helping and supporting others something he explained afterwards that aligned closely with the Japanese philosophy of Ikigai, a purpose that combines what one loves, what the world needs, what one is good at and what one can be paid for!

Since joining Snow Camp, Tafari has been involved in community youth work outside of Snow Camp, including organising local sporting events and public speaking at his youth group. His adaptability, confidence in group settings and passion for teaching and skiing made him an ideal candidate for the Snow Camp Apprenticeship Programme for 2025-26!

Eamonn, his Youth and Community Programme Manager, echoes this sentiment: ***"Tafari is one of the most supportive and conscientious young people I have worked with. He reflects deeply, wants to better himself and is constantly thinking about ethical responsibility. He loved every moment of the Snow Camp instructor courses and didn't need any encouragement to participate. His 'Ikigai' is clear, and I believe the Snow Camp Apprenticeship would not only benefit him but also be enriched by his presence."***

Tafari's words to the Tallow Chandlers Company when updating them about his journey particularly spoke volumes about his growth mindset. ***"I like how we are encouraged to fall over, it removes the fear of failure, which is what I believe to be the thing that holds us back the most."***

Tafari's story is a powerful testament to the impact of well-placed opportunity and belief. Through the support of Masbro Youth Urban Partnership, the Tallow Chandlers Company and Snow Camp, Tafari has not only found a new passion but a life **rooted in leadership and giving back.**

## MEET BLAKE & OMAR!

This year, two former Snow Camp Apprentices, Omar and Blake, officially became **BASI Level 2 qualified instructors!** After working hard to save up and with the support of Snow Camp and BASI, they headed out to Andorra for the 8-day course and absolutely smashed it!

Blake was our very first North-West Apprentice back in 2019 and Omar joined us as our Scotland Apprentice in 2021. Both have stayed involved with Snow Camp and BASI ever since and this year, they stepped up to the next level! They are living proof of what hard work, perseverance and the right support network can lead to.

**We couldn't be prouder!**



## PERY MEDAL

**Dan Charlish, Founder was awarded the Ski Club of Great Britain's highest accolade, the Pery Medal.**

In a ceremony held at the London Snow Show on October 19, 2024, Chairman of the Ski Club, Angus Maciver alongside Winter Olympic snowboard medallist and Pery Medal winner, Jenny Jones, presented an unsuspecting Dan with the award, first handed to Sir Arnold Lunn in 1930 in recognition of his achievements in the world of alpine skiing and ski racing.

Since then, the Pery Medal, awarded by the Council of the Ski Club of Great Britain to a skier, individual or organisation for an outstanding contribution to snowsports, has seen a number of high-profile recipients including Stein Eriksen, Konrad Bartelski, Martin Bell, Sir Ranulph Fiennes, Jenny Jones and in 2023, David Ryding.

The Pery Medal, was instituted in 1929 by the Hon. E. C. Pery, later the Earl of Limerick, DSO and President of the Ski Club of Great Britain between 1925 and 1927. It's awarded based on set criteria including making an **outstanding contribution to the development of snowsports.**

A unanimous council decision to award Dan Charlish was made for the contribution Snow Camp has made to the snowsports community over the last 21 years, helping thousands of inner-city young people ski or snowboard. Dan said:

***"It's such an honour to win this incredible award from the Ski Club of Great Britain, especially as it came as a complete surprise when it was announced by Jenny Jones at the London Snow Show last weekend!"***

***I'm immensely proud of all the achievements we've made at Snow Camp since 2003, having positively impacted over 22,000 young people nationally from underserved communities, enabling them to experience snowsports for the first time and progress through our programmes. Our fantastic team continues to deliver Snow Camp with a passion and commitment to young people nationally, providing pathways to work in the snowsports industry and beyond.***

***Over recent years it has also been so important to see mental health support become a key component of our work alongside life skills training, qualifications, volunteering opportunities and overseas residential trips. We are hugely grateful for the support of everyone who gets behind Snow Camp's work, ensuring we can continue to turn young lives around with the power of snowsports. And thank you once again to the Ski Club of Great Britain for recognising our charity with this wonderful award."***

Angus Maciver, Chairman of the Ski Club of Great Britain, said:

***"The Ski Club was delighted to award the Pery Medal to Dan, whose contribution to snowsports is undeniable over the past twenty years since his charity Snow Camp was founded. We have all seen the benefits of Dan's achievement as more and more young people that wouldn't have had the chance to participate in winter sports, whether in the UK or overseas, have joined up and enjoyed all the benefits that the sport can offer. Dan's passion, commitment and sheer determination is very clear for anyone working in snowsports to see and it's fitting that he can be recognised by the wider skiing public alongside some of the other greats of the sport that have won this award over the past 90 plus years."***



# OUR EVENTS

## Goodwood House, October 2024

A huge thank you to Ned's Fund and Frank Gardner: for an incredible evening at Goodwood House and to the Duke of Richmond for hosting us in such a spectacular setting. Everyone was captivated by Frank's stories and insights, making it a truly memorable night. The event helped raise vital funds for Snow Camp, enabling us to continue empowering young people, just like Ned, who are searching for new paths and purpose.

**£7K+** was raised during the evening event

## Inter-Livery Ski Challenge, January 2025

Once again, Snow Camp are reflecting on an incredible partnership which continues to grow year on year.

In partnership with ESF, Morzine Tourism and Indiana Ventures, we once again ran our Triathlon event, only this time adding on the Snow Camp Curling Challenge as our 4th activity alongside our Après Drinks in the evening. Hosted at the Outdoor Ice Rink in the heart of Morzine, the Curling Challenge was a roaring success, with 4 teams gaining the maximum 10-bonus points available thanks to their poise and accuracy when throwing their stones down the ice. And as for the winner this year, it came down to one single curling stone, between the Grocers and the Salters. It couldn't have been closer!

The 2025 event marked Snow Camp's 7th year in attendance as the Charity Partner raising a staggering £55,000 for Snow Camp's work.

**£55K** was raised during this fantastic event!



## AJ Bell 3 Valley Rally, April 2025

An unforgettable 3 days of camaraderie, challenge and life-changing impact. All thanks to the incredible efforts and generosity of our 18 teams. They collectively raised a staggering **£100,000+** for Snow Camp's work with young people across the UK.

We are so grateful to every participant, guest, volunteer and supporter who made this year's event such a resounding success. Of course, we also want to extend a huge thank you to **AJ Bell, Beaumier Hotels** and our many partners in resort who helped make the magic happen.

**£100K+** raised by our 18 teams for Snow Camp's work with young people





## OUR FUNDRAISERS

### KSL Capital Partners

For the second consecutive year, Snow Camp was delighted to be at The May Fair Theatre in London as the charity partner for the Annual KSL Ski Movie Night. Over 100 guests raised more than £9,000 at a champagne reception and private screening of Land of Giants, the latest film by Matchstick Productions, where legendary skiers tackle massive lines, deep powder and mind-blowing terrain in some of the world's most epic landscapes.

**£9K+** raised by the Annual KSL Ski Movie Night!

### Wow Wow Willyfinder!

As one of the most loved skisuit brands, Willyfinder dissolved over recent years due to unfortunate health reasons within the company. With their wishes for the surplus stock to change lives for the better, they saw no better choice than for Snow Camp to be the recipients, to generate as many funds as possible to impact the young people we work with across the UK. We were delighted to bring the snowsports sale of the season to the London Show Show in October raising a wonderful £11,000!

**£11K** raised during the sale of the season!

### Snow + Rock

Partners like Snow+Rock are an integral part of our journey, helping us provide life-changing opportunities for young people across the UK. Through their collaboration with the Pennies donation scheme, Snow+Rock, Cotswold Outdoor and Runners Need have created a powerful platform that transforms everyday shopping into acts of generosity. The Pennies partnership has already raised a remarkable £30,000+ for Snow Camp's life-changing work!

**£30K+** raised by the Pennies donation scheme

### Knight Frank

In November, over 60 staff members from global real estate consultancy Knight Frank descended upon The Snow Centre in Hemel Hempstead for the 2nd Knight Frank Charity Ski Day for Snow Camp. The event kicked off with a warm welcome and a buzz of excitement as Knight Frank participants from every level of the organisation met the Snow Camp staff team and young people, before taking to slopes, some for their first ever ski or snowboard lessons. Snow Camp Apprentices and Youth Forum members worked with Hemel instructors throughout the session to guide beginners through the basics while the more experienced skiers took to the main and a head-to-head slalom competition. Along with the fundraising from Knight Frank themselves, the event raised a fantastic £8,650 for Snow Camp

**£8,650** raised during the Knight Frank event!

### Alex Bennett

Raising more than £12,000, Alex Bennett and the Lacey Foundation team took on the legendary Castelli 24hr cycling race in Italy – riding lap after lap through the night on the 1.85km circuit, cheered on by F1 drivers, Formula E drivers and Tour de France winners to name a few! Alex and the team of 8 riders pushed on through day and night, all to raise vital funds for Snow Camp. Alex said: **"For this ride, I fundraised for Snow Camp, a remarkable organisation that has been transforming young lives through the power of snowsports for over 21 years. They provide life skills, support and opportunities to young people facing significant challenges and I'm proud to support their mission."**

**£12K+** raised by Alex and the team of 8 riders!

# FUNDRAISING

All the Impact outlined in this Report is only possible because of the generosity of many amazing individuals and organisations. Their dedication and determination inspires us every single day.

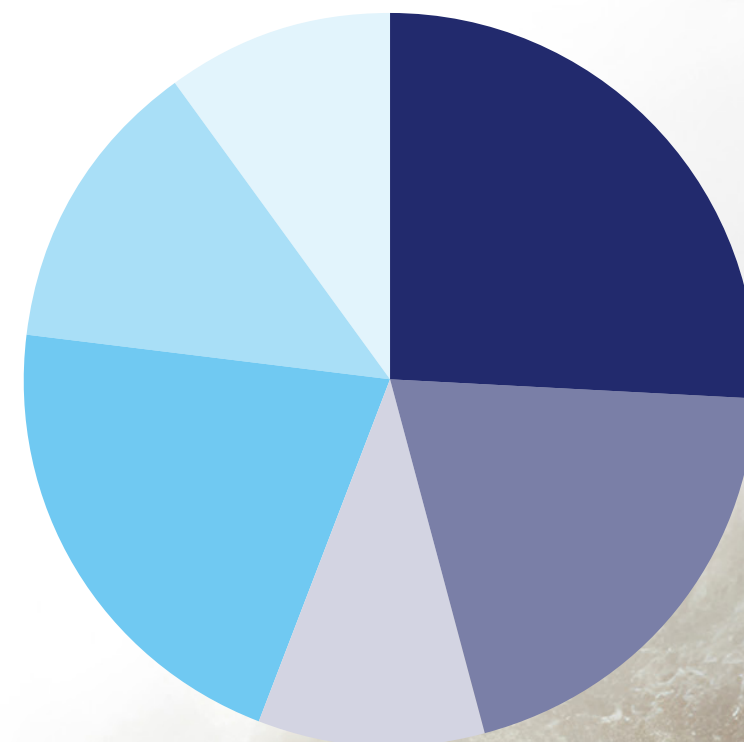
**In 2024/25 we raised £1,399,353\*, the most ever raised, thanks to the generosity of our supporters.**

**Thank you!**

**£1,399,353**  
**RAISED IN 2024/25**

Snow Camp's expenditure is analysed into two main categories; charitable activities and raising funds for the charity with the 'charitable ratio' being calculated as 'charitable activities expenditure' as a fraction of 'total expenditure'. Snow Camp's 'charitable ratio' stands at 88%.\*

- 26% Trusts and Foundations
- 20% Corporates
- 10% Statutory
- 21% Snow Camp Events
- 13% Individuals
- 10% Service Level Agreements



# OUR SUPPORTERS

We are only able to do what we do thanks to the generosity of our many wonderful supporters. **Thank you so much for supporting us over the last year.**

## CORPORATE SUPPORTERS



Somac House

## INDUSTRY SUPPORTERS



The Stock Exchange Ski Club

## TRUSTS AND FOUNDATIONS



Sashton Family Foundation | The Sterry Family Foundation | The Oakwell Trust  
Dandia Charitable Trust | David Wilson Foundation | Anand and Sethi Family  
Charity Trust | Ennismore Foundation | Ned's Fund | Webster Charitable Trust  
Trees Naunton Charitable Trust | St Judes Trust | Sir Nigel Broackes 1993 Charitable Trust  
Keene Family Charitable Trust

**A very big thank you to all our event attendees,  
fundraisers, monthly and individual donors too!**



# WHAT'S NEXT?

## Coach Core

Snow Camp has announced an exciting new partnership with Coach Core, a leading UK charity and social mobility programme that uses sports Apprenticeships to improve the life chances of young people, particularly those facing barriers to employment.

This collaboration combines Snow Camp's unique snowsports model with Coach Core's expertise in Apprenticeship training, opening up new pathways for underserved young people to gain nationally recognised coaching qualifications, earn while they learn and access mentorship and employment opportunities. Paul Thompson, the Director of People and Learning at Coach Core, said:

***"We couldn't be more aligned in our values, mission and purpose. Snow Camp and Coach Core both exist to support young people who might otherwise be overlooked, helping them build confidence, gain new skills and find real opportunities for their future."***

***What makes this partnership so special is that the young people stepping into these roles have grown through every stage of Snow Camp's journey, from First Tracks, to Graduate, to Excel.***

***They've experienced the power of snowsports to overcome challenges and build a sense of direction.***

***Now, through the Coach Core Apprenticeship, they're taking the next step, becoming relatable role models who are helping to deliver the very same programmes that shaped them."***

The partnership enhances Snow Camp's award-winning Apprenticeship Programme by offering even more robust, structured support to help young people build skills, confidence and careers.



## Snow Camp Futures

**New for 2025!** Snow Camp Futures is an exciting new addition to our programmes designed for young people aged 16+ who have successfully completed or are on the Snow Camp journey. Thanks to the generous support of **The Wooldridge Trust**, this initiative serves as the next step in their development, providing a structured and supportive pathway into further training and employment.

Through a **comprehensive Ready-to-Work training programme**, Snow Camp Futures will equip young people with essential skills, qualifications, and hands-on experience to confidently transition into work, embrace opportunities and thrive in their chosen career paths.

With more than **20 years' experience and strong relationships** built across the snowsports industry and beyond, now is the right time to develop a **fully comprehensive framework** through which young people can access structured training and opportunities that will have a lasting impact, in a safe and supportive environment.

Our deep-rooted connections and expertise place us in a unique position to build the experience and confidence needed for our young people to succeed in the workplace and train alongside our snowsports industry partners across the tourism, hospitality, instructing, retail sectors along with corporate partnerships in the finance and business sectors.





## OUR PEOPLE

### Our Trustees

**Outgoing Chair:** Mr Alan Grant

**Incoming Chair:** Mr Ian Brown

**Treasurer:** Ms Jo Brown

Mr Dominic De Terville

Ms Caroline Stuart-Taylor

Mr Antony Barrow

### Staff

**Founder:** Dan Charlish

**Managing Director:** Lara Kinnear

**Development Director:** Rachel Cruz

**Operations Director:** Julia Smith

**Community & Events Director:** Dan Keeley

**Programme Director:** Matt Conroy

**Fundraising Manager:** Anna King

**Marketing Manager:** Jen Tsang

**Finance Officer:** Jenna Matthews

**Head of Snowsports:** Morv Bett

**London Programme Manager:** Angus Maclellan

**London Wellbeing Manager:** Vera Pina Bond

**Scotland Programme Manager:** Laura McIntyre

**Scotland Wellbeing Manager:**  
Evelyn Quesada Cabrera

**Midlands Programme Manager:**

Amiee Borton

**Midlands Wellbeing Manager:**

Lauren Austin

**North-West Programme Manager:**

Darren Massey

**North-West Wellbeing Manager:**

Kate Smith

**Scotland Apprentice:** Aiden Coyle

**Scotland Apprentice:** Kacie Mason

**Scotland Apprentice:** Rokas Matuzas

**London Apprentice:** Amiira Blackwood

**North-West Apprentice:** Haider Jafri

**North-West Apprentice:** Shiloh Marsh

**Midlands Apprentice:** Charlotte Tideswell

**Midlands Apprentice:** Isa Khaleel

This year, we were also delighted to welcome former Snow Camp young people Alice and Toni as Programme Assistants supporting our summer programme First Tracks.

# THANK YOU!

Over the past 22 years, we've supported more than 22,000 young people, each facing unique and complex challenges.

Through Snow Camp, we help build their confidence, strengthen their self-belief and create meaningful networks providing support, vocational training and employment opportunities. These foundations are vital for inspiring each young person towards a brighter future.

#### **Thank You from All of Us!**

So many people helped to make the progress outlined in this report possible, from the organisations we've partnered with to deliver our programmes to everyone who has donated their time and funds.

**Together, we have been able to provide hundreds of young people this year with a place to learn, ignite passion, get support and feel safe.**

Over the past 22 years, we've supported

**22,000+** YOUNG PEOPLE



